From:	Ari Zeevi Farkash <ari@fstbm.com>
To:	Ehud Barak <ehbarak1@gmail.com>
CC:	Gary Fegel <gary@fegel.com> Ion Bogdaneris <ion@gmfcapital.com> BeatEhrensberger <beat@gmfcapital.com>
Date:	Sat, 4/18/2015 3:47:42 AM
Subject:	Re: ISC west - A short update

Thanks Ehud for your warm words.

We all agree we face a huge challenge which I strongly believe is doable by connecting all talents in our successful team.
Blessings, Farkash

On Apr 17, 2015, at 20:12, Ehud Barak <ehbarak1@gmail.com> wrote:

> Hi Farkash,
> Congratulations to you and the whole team !!!.
> That's really a great step forward.
> However , I fully agree with Gary. It throws at us even a bigger challenge.
> We have to charge at the market, full force, ASAP.
> And we shouldn't assume more than few quarters without direct competition on similar level.
> In the longer term developments in deep learning might commoditize all visual pattern-recognition faster than anyone's guess by now.
> Good luck and hard intensive work for all of us.
> Shabbat Shalom.
> Best
> EB
>
> Sent from my iPhone
>
> On Apr 17, 2015, at 20:52, Ari Zeevi Farkash <ari@fstbm.com> wrote:
>
>> Dear Gary,
>>
>> Thanks for your mail. I totally agree with you. We will use our experience that we gained as a lever and will do anything it takes to stay ahead of the competition.
>> I look forward to our kick-off meeting.
>>
>> Blessings, Farkash.
>>
>> נשלח מה-iPhone שלי
>>
>> ב-17 באפר׳ 2015, בשעה 10:03, Gary Fegel <gary@fegel.com> כתב/ה:

Hi Farkash

Thanks for the update, this is a really impressive feedback.

BUT, it will also make the market aware of where you stand and this will motivate competition, because nobody wants to leave the whole playing field for somebody else. More than ever, the realisation of your clear competitive advantage makes me nervous. We have a great product, we are further advanced than anybody else and as a result, we will now prompt both competitors and investors to pile into that space. In order to monazite the situation, we need to run faster than ever.

We are working on setting up a kick-off meeting in Israel mid may with all of us.

Looking forward to working together.

Good luck with the rest of the show.
Shabbat shalom
Gary

On 17. Apr .2015, at 17:52, Ari Zeevi Farkash <ari@fstbm.com> wrote:

> Dear Gary, Ehud, and Ion,
>
> A short update about the current ISC West show.
>
> In our booth we demonstrating a turnstile, a sliding door with the new tablet application for feedback, regular door with a pinhole camera, integrations with access control suites of OnGuard and C·Cure, IMID Rapid ,the new tablet application for Self Enrolment and the new IMID Mobile application.
>
> We got an AMAZING recognition for our advanced and innovative technology.

We got awards for IMID Mobile.

1. MVP (Most Voluble Product) by security integrators, for Biometrics solutions, this awards is recognize IMID Mobile to potentially make a substantial impact on integrators (or in other words, with whom they can make money).

2. NPS (New Product Show case), By SIA (Security Industry association) Honorable Mentioned as a solution that, in the opinion of the judges, deserves special recognition for innovation.

As part of our social responsibility, yesterday, we took part at the 2/5 K run and walk that is a project for fund raising for pure children organized by Mission 500, we did it with our customers including a key player from Google that run as part of our team.

We had enormous amount of high importance visits on our booth by tier 1 customers and the largest integrators in the industry, including : Microsoft, City Bank, Siemens, Brinks, Visa, Oracle, G4S and many others.

Overall, we had more than 500 inquiries (unqualified leads) on the first two days, that is an increase of 25% compared to last year.

A small episode; Peter O'Neal, the CEO and Chief Editor of Find Biometrics (an important biometrics professional outlet) that met us about a year and half ago, was extremely surprised how advanced is our technology and how much progress we made in the recent year and a half. His words were: " ….. I meet all the players in

the market, they all have interesting technology, but no one, literally no one, has such and amazing and advanced solution as you have ….".

Interesting to mention, that we got the same feedback from executives from Cognitec we met that were astonished how advanced is our solution.

I'm proud to say that still we don't have real direct competition.

Today, Friday is the last and the third day of the show.

Shabat Shalom

Blessings, Farkash